

Docket No.: 109862-68946  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:  
Anand SUBRAMANIAN et al.

Application No.: 10/001,772

Filed: October 31, 2001

For: INTERNET CONTEXTUAL  
ADVERTISEMENT DELIVERY SYSTEM (as  
Amended)

Confirmation No.: 4306

Art Unit: 3688

Examiner: Raquel Alvarez

**AMENDMENT AFTER ALLOWANCE UNDER 37 C.F.R. § 1.312**

MS Issue Fee  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

**INTRODUCTORY COMMENTS**

In response to the Notice of Allowance dated March 30, 2011, please amend the above-identified U.S. patent application as follows:

**Amendments to the Specification** begin on page 2 of this paper.

**Remarks/Arguments** begin on page 3.